

Abstrakt

Title:

Facebook marketing communication of Prague City Golf Club

Objectives:

The main objective of this thesis is to create a communication strategy on Facebook for golf club Prague City Golf. It defined the main features of social networks, especially Facebook, as well as the basic rules for the use of Facebook as a communication mix within the marketing strategy of the club. The proposed strategy is based on analysis of the course, which created new subjects of communication and analysis of last year's campaign on Facebook that measured the effectivity of communication.

Methods:

The method of monitoring was chosen for the evaluation of data from the course and the Facebook profile.

Results:

The result is the drafting of communication strategy, which is divided into three periods. The expansion of members is going to be the main communication by the beginning of the season. Primary products are current offers of membership and its benefits. The promotion of the course and training areas will be communicated during the main season. Secondary communication will deal with PR and image building. The end of the season will focus once again on the expansion of members for the upcoming year and current fee offers.

Keywords:

Marketing communication, social network, Facebook